

Ford gives you more

Last December Ford introduced the Fiesta Popular. At just £2849* it was astonishing value for money. And an instant success.

Two weeks later, another sensation. Motoring journalists from 16 countries voted the new Ford Escort 'Car of the Year 1981'.

Why? Once again a major factor in the decision was the Escort's value for money.

It's been said that it is a brilliant and

advanced design, one of the most up to date cars on offer for the money.

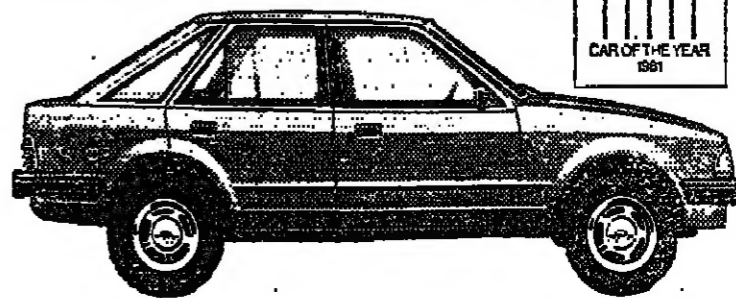
But that was only a beginning.

Today, Ford announce something that's almost unheard of.

Something for nothing.

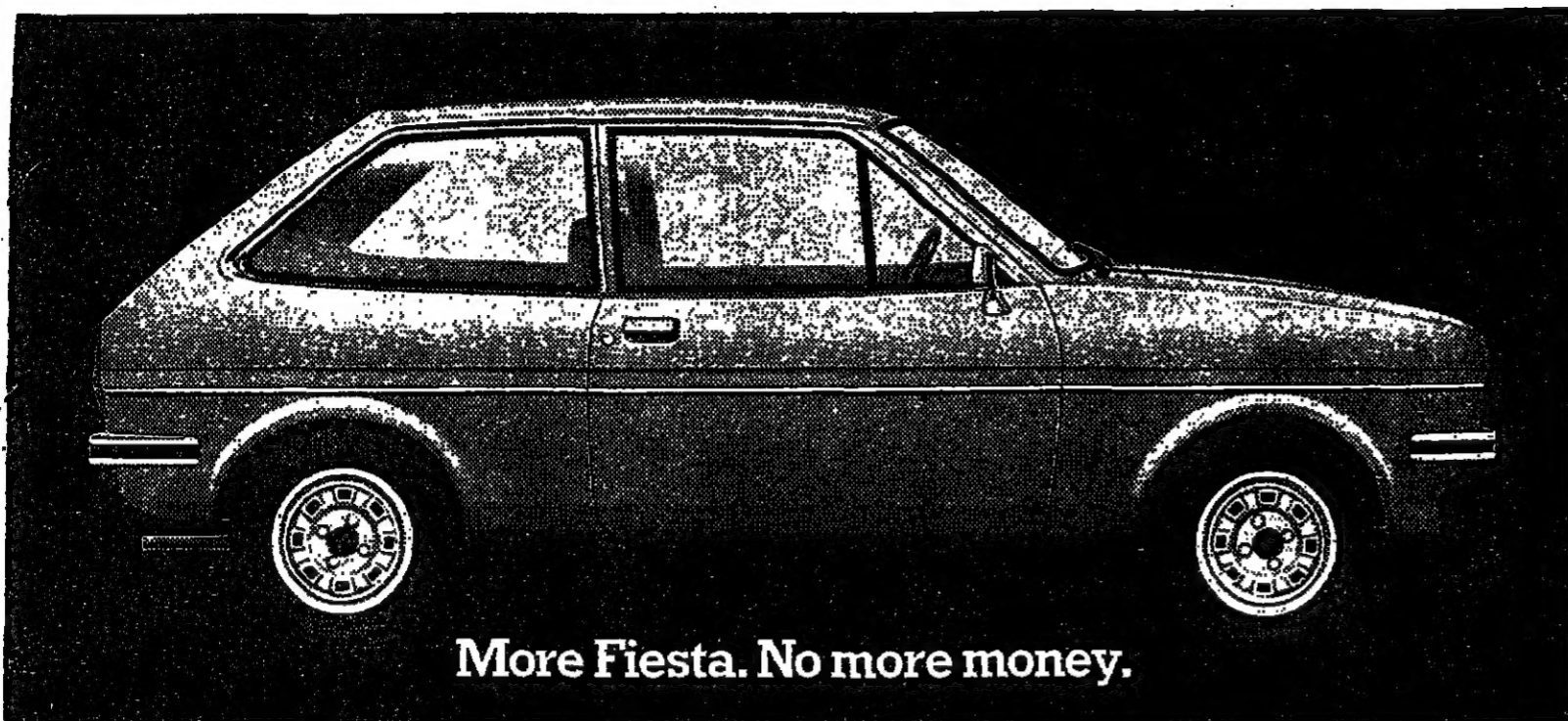
As you'll see, we're building masses of extra equipment into most of our cars, but we're not adding a penny to our prices. In fact some prices are doing what prices never do these days. They're coming down!

So now you can pick any Ford you like, compare it with its competitors and you'll find that the Ford is better value.



Want to know more? There's plenty over the page...

More car. No more money.



More Fiesta. No more money.

Here is just some of the new equipment we're building into Fiestas, Cortinas, Capris and Granadas.

As you'll see, when you visit your Ford showroom, each car is getting its fair share.

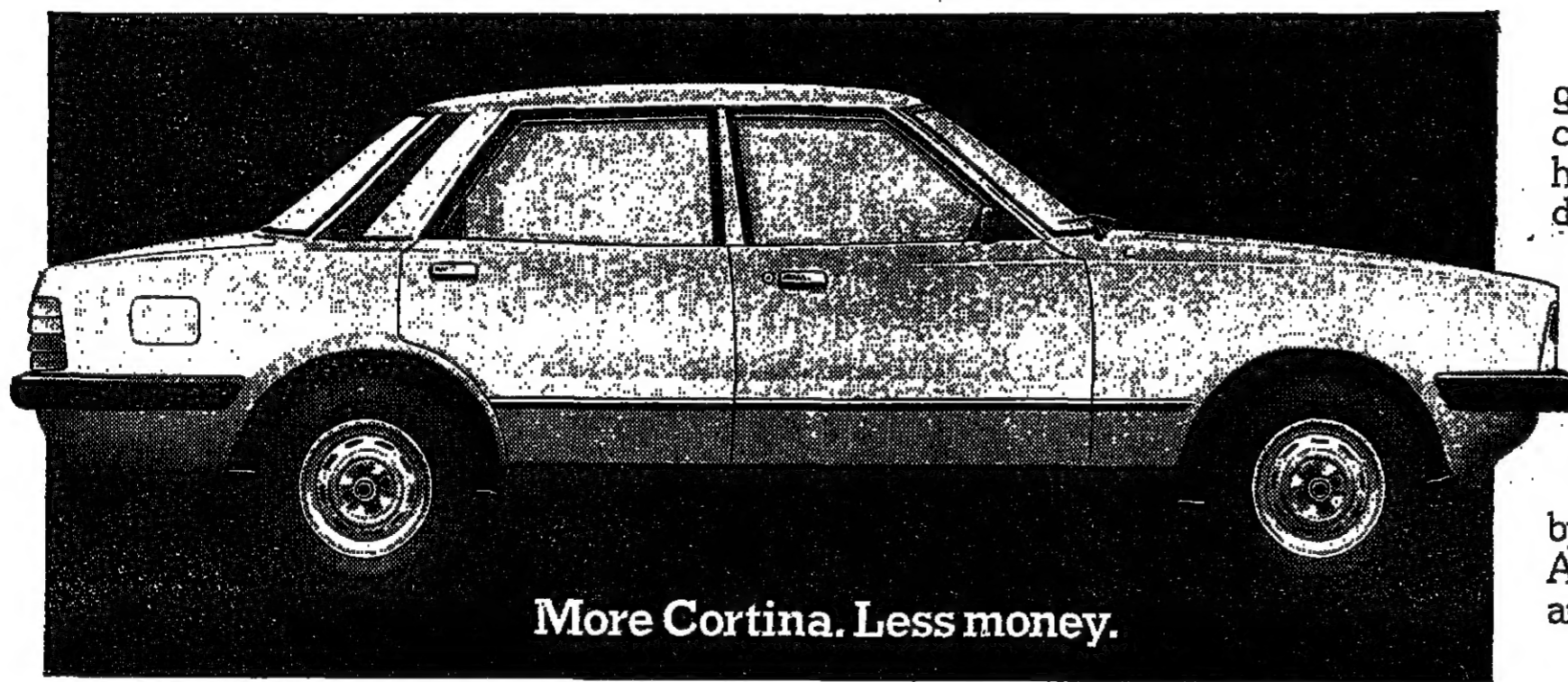
What's more, none of it costs you a penny. Quite the reverse. Some Cortinas and Capris are actually coming down in price.

That nippy little hatchback, the Fiesta, has always been one of the most advanced small cars in Britain. Now it's one of the best equipped too. And what does it cost? Still just £3537* for the 950cc L model.

Here's what we're adding to the Fiesta L.

- Bodyside moulding ■ Tailgate turn lock
- Head restraints ■ Centre console and clock
- Carpeted rear package tray
- Load compartment carpet
- P21 push button radio

All Fiesta L, GL, S and Ghia models are getting the added value treatment. The Popular costs so little it's amazing value already.

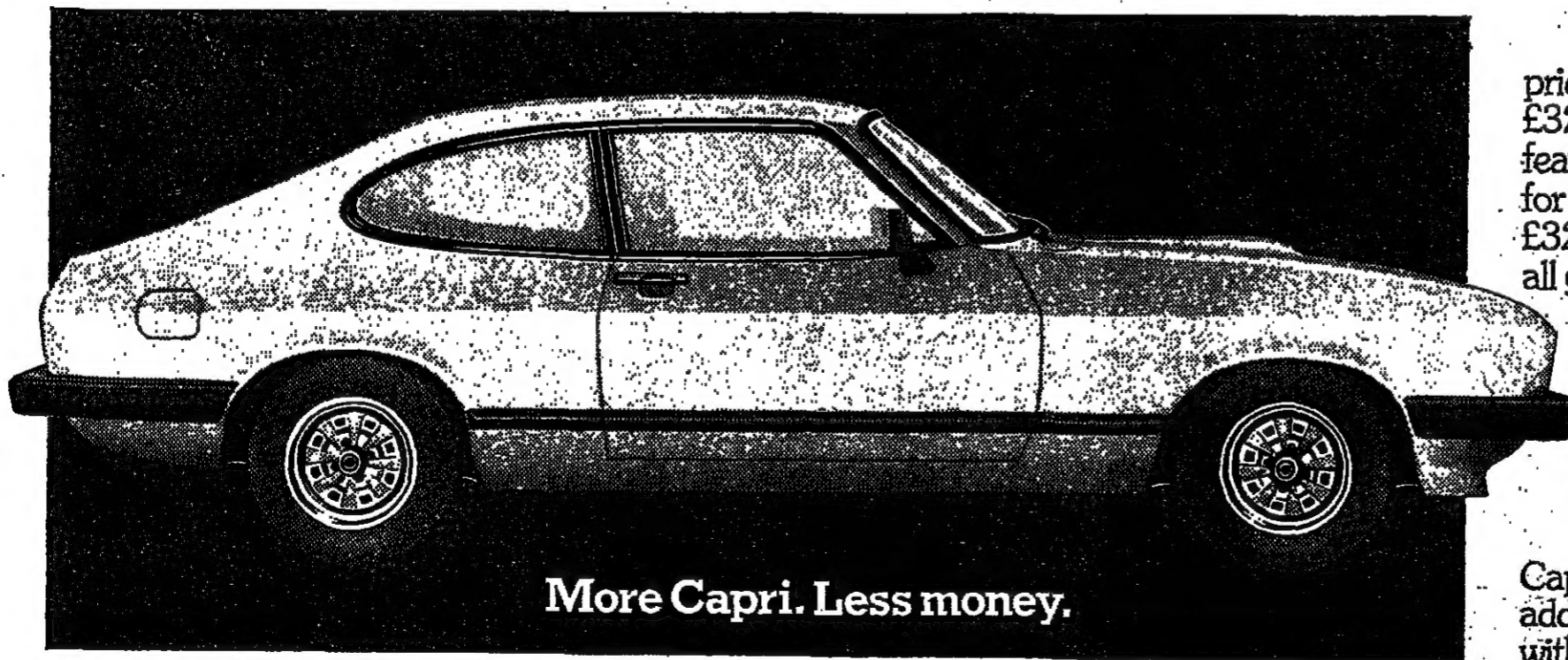


More Cortina. Less money.

Unbelievable isn't it. Cortinas aren't just getting extra equipment. Some are actually coming down in price too. The 1.3 L, shown here, will cost only £4200* (£4052* for the two door model). But look what we're building in.

- Passenger door mirror
- Bodyside moulding
- York trim from the GL — a class higher
- Head restraints ■ Rear centre armrest
- Trip recorder ■ Quartz clock

Price reductions? The Cortina L is down by £150. The Cortina saloon is down by £106. And the GL is down by £55. Cortina Estate, L and GL models are reduced by similar amounts.

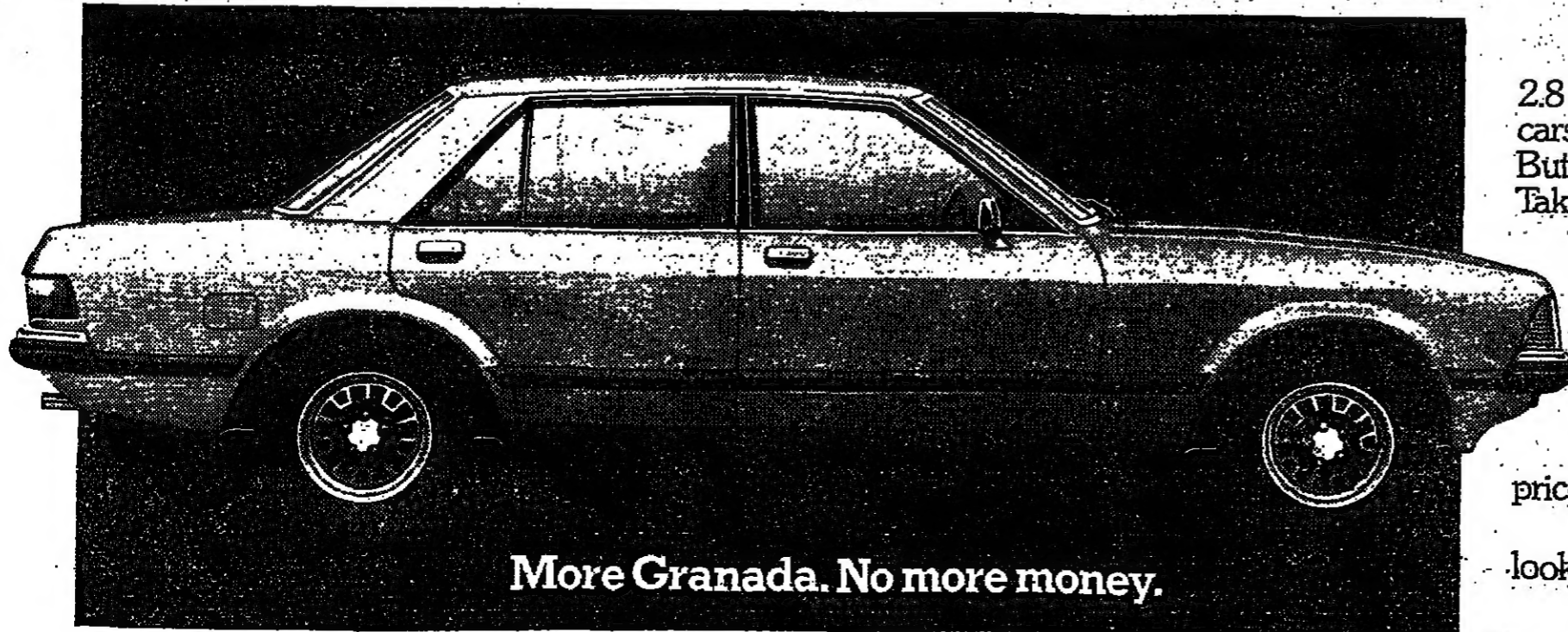


More Capri. Less money.

Yet more good news. We're reducing the price of some Capris as well. The L is down by £32 to £4243* for the 1.3 litre model. The GL, featured here, is down by £32 to only £4855* for the 1.6 litre model. And the S is down by £32 to £5783* for the 2 litre model. But they're all getting improved specifications. Here's what we're adding to the GL.

- P32 radio with VHF
- Opening rear quarter vents
- Front centre armrest and glove box
- Tinted glass ■ New cut pile carpet

Don't forget, there's also an exciting new Capri called the LS (see opposite page). It all adds up to a range of practical sporting cars with more flair than ever.



More Granada. No more money.

The Granada range includes 2.0, 2.3 and 2.8 litre petrol models, big, effortless, long-legged cars that you can drive all day without fatigue. But even they are getting extra equipment. Take the L, for instance. We're adding:

- A remote controlled driver's door mirror
- Front centre armrest and glove box
- Crushed velour upholstery from the GL
- Cigar lighter for rear seat passengers
- Front seat valances

But there are no increases in any Granada prices. The 2 litre L still costs only £6179*.

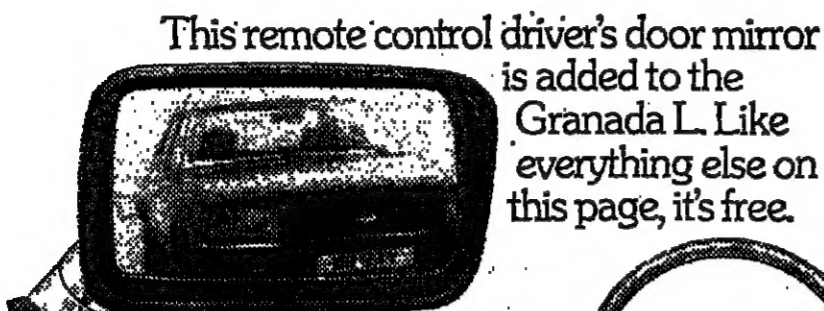
Now if you're looking for value for money look at the next page...

Music while you drive? This P21 radio is going in the Fiesta L. It costs nothing. But think what it's worth.

The Capri GL and S, which already have very good radios, now get even better ones. So if you happen to see any Capri drivers singing along in traffic jams, now you know why.

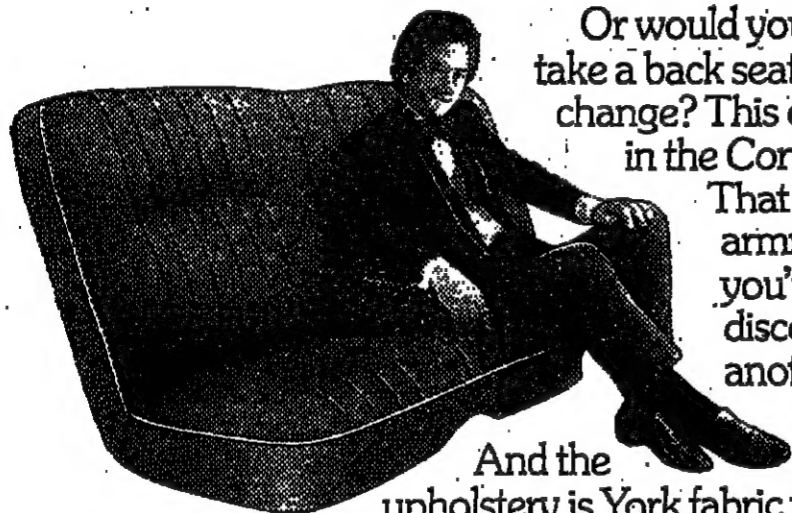
Cortina Ghia drivers will be even happier. They get power aerials.

That quartz clock ticking away under the radio is another 'gift' Fiesta L's, Cortina L's and Capri L's all get them.



This remote control driver's door mirror is added to the Granada L. Like everything else on this page, it's free.

Where will you find this smart four spoke wheel where you wouldn't have found one before? In the Fiesta GL. Get your hands on one soon.



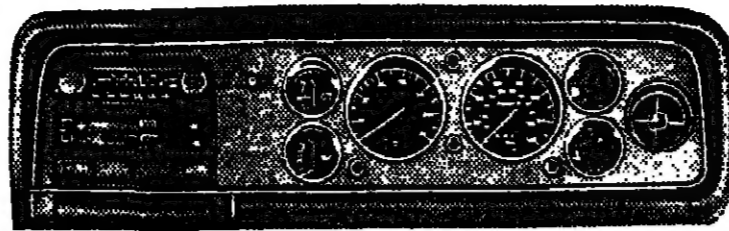
Or would you rather take a back seat for a change? This one is in the Cortina L. That centre armrest you've just discovered is another free feature.

And the upholstery is York fabric from the GL - a class above. Smart isn't it?

So are these alloy wheels. They're now standard on the Fiesta Ghia. It also gets a passenger door mirror, cut pile carpet and a radio cassette to name some of the new features.

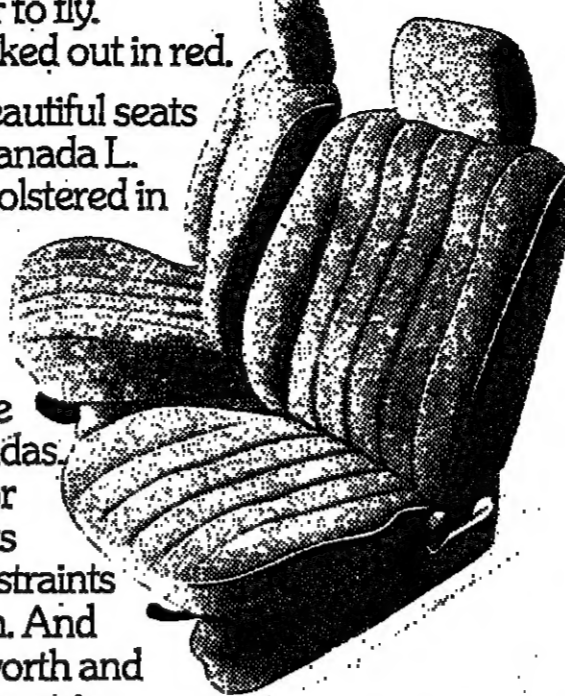


Are you a quick change artist? With this sports gear knob, and a slick Ford gearbox you soon will be. The knob is a nice little touch we've added to the Cortina Ghia. The new Capri LS also has one.



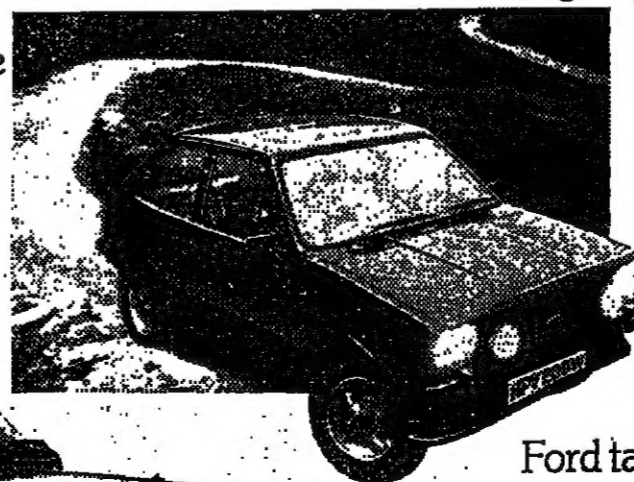
This instrument panel belongs in the new Capri LS, featured below. It looks like something out of Concorde, but it's easier to fly. Dials are picked out in red.

These beautiful seats go in the Granada L. They're upholstered in luxurious crushed velour. Not that we've forgotten the other Granadas. The Ghia, for instance, gets rear head restraints in the saloon. And new Chatsworth and crushed velour trim.



Now here's something you'd never expect to get for nothing. A sun-roof. But nothing is what it costs when you buy a Cortina Ghia saloon. Well, we could all do with a little solar energy these days couldn't we?

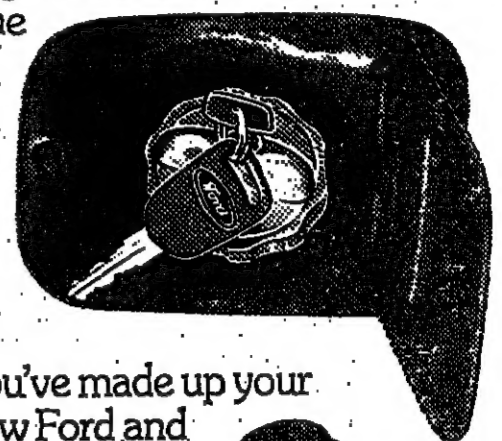
Which brings us to a highly energetic Fiesta - the one that shortens straights and straightens bends. The Supersport is now a full fledged member of the Fiesta family. Price? Just £4634*. Exhilarating.



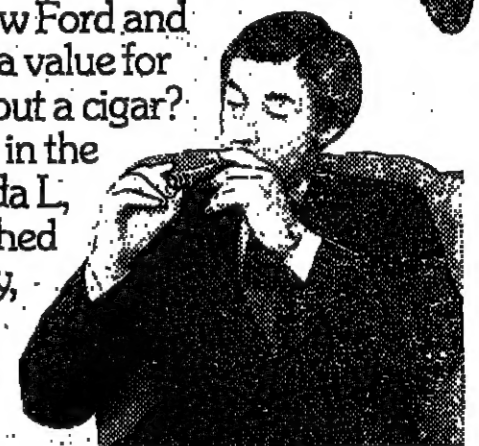
Like looking through glass darkly? Capri GL and S models get tinted windows. So does the GL Cortina.



We're handing out locking petrol caps as if petrol was a vanishing commodity. The Fiesta Ghia gets one and the Cortina Ghia. Actually, the best thing about them is that they're almost impossible to leave behind at filling stations.



Now that you've made up your mind to buy a new Ford and get so much extra value for nothing, how about a cigar? If you're relaxing in the back of a Granada L, with its new crushed velour upholstery, the cigar lighter is on us.



If you haven't quite decided yet read on, and we'll tell you how well we'll look after you once you own one of our cars.



Our after sales service begins before you even take delivery of the car, with a quality controlled, pre-delivery inspection. From then on, if you have your car serviced by a Ford Dealer, it will be looked after by Ford trained technicians.

You get a free service after 1500 miles and you are also entitled to two free diagnostic checks later on.

Your dealer can nearly always tell you exactly how much a repair will cost before you have the work done. Not only that, but, thanks to a computerised system, many dealers can give you even quicker estimates.

And every repair is backed up by a written certificate from the dealer.

Most dealers also operate a special pre-booking system so that you're not kept hanging about.

EXTRA COVER

Extra Cover is just one more way Ford takes care of its customers. It's an optional warranty on major mechanical parts that takes over when your first 12 month warranty expires. One year extra costs £48 - two years costs £96 (plus VAT).

Prices

*All car prices quoted in this advertisement are maximum prices as at 21st January 1981 and include front seatbelts, Car Tax and VAT. But delivery and number plates cost extra. For other prices please ask your dealer. He'll be happy to help.



This is the brand new Capri LS. It is based on the added value Capri L together with: sports wheels, 185 tyres, special side stripes, tailgate spoiler, seats and trim from the previous S model, extra instruments, sports gear knob, and S suspension. Price? Just £4667*. Worth a lot more wouldn't you say?

Ford gives you more.



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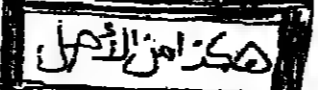
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Author	Year	Country	Genre	Notes
John Galsworthy	1906	England	Novel	First novel in the Forsyte Saga
Henry James	1881	USA	Novel	First novel in the Bostonians series
Thomas Mann	1901	Germany	Novel	First novel in the Buddenbrooks series
Leo Tolstoy	1869	Russia	Novel	First novel in the War and Peace series
Charles Dickens	1842	England	Novel	First novel in the Pickwick Papers series
Victor Hugo	1830	France	Novel	First novel in the Les Misérables series
William Shakespeare	1599	England	Play	First play in the Henry VIII series
James Joyce	1922	Ireland	Novel	First novel in the Dubliners series
Ernest Hemingway	1925	USA	Novel	First novel in the The Sun Also Rises series
George Orwell	1949	England	Novel	First novel in the 1984 series
Agatha Christie	1920	England	Novel	First novel in the Hercule Poirot series
Stephen Crane	1895	USA	Novel	First novel in the The Red Badge of Courage series
Mark Twain	1849	USA	Novel	First novel in the The Adventures of Tom Sawyer series
Charlotte Brontë	1847	England	Novel	First novel in the Jane Eyre series
Harriet Beecher Stowe	1852	USA	Novel	First novel in the Uncle Tom's Cabin series
John Steinbeck	1939	USA	Novel	First novel in the The Grapes of Wrath series
William Faulkner	1929	USA	Novel	First novel in the The Sound and the Fury series
Virginia Woolf	1915	England	Novel	First novel in the Mrs Dalloway series
George Bernard Shaw	1891	England	Play	First play in the Arms and the Man series
Henry Ford	1903	USA	Novel	First novel in the The Ford Family series
Edith Wharton	1905	USA	Novel	First novel in the The House of Mirth series
Joseph Conrad	1902	England	Novel	First novel in the The Heart of Darkness series
Lucretia Evans	1865	USA	Novel	First novel in the The Red Rover series
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Yours sincerely,
N. Wright
N. Wright, Dickie Dirts

Dickie Dirts OPINION POLL

Dickie Dirts, 396-400 North End Road, Fulham Broadway, London SW6, Tel: 01-381 3169.58 Westbourne Grove, London W2, Tel: 01-229 1466. Open 9 a.m. to 11 p.m. seven days a week



Higher in thin market

ACCOUNT DAYS: Dealings Begin, Jan 12. Dealings End, Jan 23. Contango Day, Jan 26. Settlement Day, Feb 2.

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